

WE CLAIM:

1. A transfer resistant cosmetic composition comprising an effective amount of at least one radial block copolymer film former.
2. A transfer resistant cosmetic composition of claim 1 wherein said composition further comprises at least one additional film former.
3. A transfer resistant cosmetic composition comprising an effective amount of at least one tri-block copolymer film former.
4. A transfer resistant cosmetic composition of claim 3 wherein said composition further comprises at least one additional film former.
5. A transfer resistant cosmetic composition comprising:
  - (a) an effective amount of at least one copolymer film former selected from di-block, tri-block, multi-block, and radial copolymers, and
  - (b) at least one additional film formerwith the proviso that said additional film former (b) is not selected from alkyl cycloalkylacrylate.
6. A transfer resistant cosmetic product comprising a water/oil emulsion foundation, said emulsion comprising an effective amount of at least one radial block copolymer film former.
7. A transfer resistant cosmetic product of claim 6 wherein said emulsion further contains at least one additional film former.

8. A transfer resistant cosmetic product of claim 7 wherein said additional film former is an Allyl Stearate/VA copolymer film former.

9. A transfer resistant cosmetic product of claim 6 wherein the water phase of said water/oil emulsion further comprises at least one film former.

10. A transfer resistant cosmetic product of claim 9 wherein said additional film former of said water phase is PVP/VA copolymer film former.

11. A transfer resistant cosmetic product comprising a water/oil emulsion foundation, said emulsion comprising an effective amount of at least one tri-block copolymer film former.

12. A transfer resistant cosmetic product of claim 11 wherein said emulsion further comprises at least one additional film former.

13. A transfer resistant cosmetic product of claim 12 wherein said additional film former is an Allyl Stearate/VA copolymer film former.

14. A transfer resistant cosmetic product of claim 11 wherein the water phase of said water/oil emulsion further comprises at least one film former.

15. A transfer resistant cosmetic product of claim 14 wherein said film former of said water phase is PVP/VA copolymer film former.

16. A transfer resistant cosmetic product comprising a water/oil emulsion foundation, said emulsion comprising:

(a) an effective amount of at least one copolymer film former selected from di-block, tri-block, multi-block, and radial copolymers, and

(b) at least one additional film former  
with the proviso that said additional film former (b) is not selected from alkyl  
cycloalkylacrylate.

17. A transfer resistant cosmetic product of claim 16 wherein said  
additional film former is an Allyl Stearate/VA copolymer film former.

18. A transfer resistant cosmetic product of claim 16 wherein the water  
phase of said water/oil emulsion further comprises at least one film former.

19. A transfer resistant cosmetic product of claim 18 wherein said film  
former of said water phase is a PVP/VA copolymer film former.

20. A transfer resistant eyeliner product comprising an effective amount  
of at least one radial block copolymer film former.

21. A transfer resistant eyeliner product of claim 20 wherein said  
product further comprises at least one additional film former.

22. A transfer resistant eyeliner product of claim 21 wherein said  
additional film former is an Allyl Stearate/VA copolymer film former.

23. A transfer resistant eyeliner product of claim 21 wherein said  
product further comprises organo-clays.

24. A transfer resistant eyeliner product comprising an effective amount  
of at least one tri-block copolymer film former.

25. A transfer resistant eyeliner product of claim 24, wherein said  
product further comprises at least one additional film former.

26 A transfer resistant eyeliner product of claim 25 wherein said additional film former is an Allyl Stearate/VA copolymer film former.

27. A transfer resistant eyeliner product of claim 25 wherein said product further comprises organo-clays.

28 A transfer resistant eyeliner product comprising:

(a) an effective amount of at least one copolymer film former selected from di-block, tri-block, multi-block, and radial copolymers, and

(b) at least one additional film former

with the proviso that said film former (b) is not selected from alkyl cycloalkylacrylate.

29. A transfer resistant eyeliner product of claim 28 wherein said additional film former is an Allyl Stearate/VA copolymer film former.

30. A transfer resistant eyeliner product of claim 28 wherein said product further comprises organo-clays.

31. A transfer resistant mascara product comprising an effective amount of at least one radial block copolymer film former.

32. A transfer resistant mascara product of claim 31 wherein said product further comprises at least one additional film former.

33. A transfer resistant mascara product of claim 32 wherein said additional film former is an Allyl Stearate/VA copolymer film former.

34. A transfer resistant mascara product comprising an effective amount of at least one tri-block copolymer film former.

35. A transfer resistant mascara product of claim 34, wherein said product further comprises at least one additional film former.

36. A transfer resistant mascara product of claim 35 wherein said additional film former is an Allyl Stearate/VA copolymer film former.

37. A transfer resistant mascara product comprising:  
(a) an effective amount of at least one copolymer film former selected from di-block, tri-block, multi-block, and radial copolymers, and  
(b) at least one additional film former  
with the proviso that said film former (b) is not selected from alkyl cycloalkylacrylate.

38. A transfer resistant mascara product of claim 37 wherein said additional film former is an Allyl Stearate/VA copolymer film former.

39. A transfer resistant lotion comprising an effective amount of at least one radial block copolymer film former.

40. A transfer resistant lotion of claim 39 wherein said product further comprises at least one additional film former.

41. A transfer resistant lotion comprising an effective amount of at least one tri-block copolymer film former.

42. A transfer resistant lotion of claim 41, wherein said product further comprises at least one additional film former.

43. A transfer resistant lotion comprising:

(a) an effective amount of at least one copolymer film former selected from di-block, tri-block, multi-block, and radial copolymers, and

(b) at least one additional film former

with the proviso that said film former (b) is not selected from alkyl cycloalkylacrylate.

44. A transfer resistant lipstick product comprising an effective amount of at least one radial block copolymer film former.

45. A transfer resistant lipstick product of claim 44 wherein said product further comprises at least one additional film former.

46. A transfer resistant lipstick product comprising an effective amount of at least one tri-block copolymer film former.

47. A transfer resistant lipstick product of claim 46, wherein said product further comprises at least one additional film former.

48. A transfer resistant lipstick product comprising:

(a) an effective amount of at least one copolymer film former selected from di-block, tri-block, multi-block, and radial copolymers, and

(b) at least one additional film former

with the proviso that said film former (b) is not selected from alkyl  
cycloalkylacrylate.

A handwritten signature in black ink, appearing to be 'W. M. L.' with a long horizontal flourish underneath.A handwritten signature in black ink, appearing to be 'add' with a flourish, and 'B. A.' written below it.

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